



MUSEUM STORE ASSOCIATION AND AMERICASMART® LAUNCH THE MUSEUM COLLECTIVE

PHILADELPHIA, PA – May 7, 2018 – The **Museum Store Association** and **AmericasMart®** will bring to the nonprofit retail community an unmatched wholesale buying experience with **The Museum Collective**, the all-new curated merchandise collection making its debut at **The Atlanta International Gift and Home Furnishings Market®** July 10–16, 2018. Custom-designed to serve the refined merchandising requirements of museum stores, zoos, aquariums, catalogues, online sellers and other specialty retail enterprises, The Museum Collective will present a curated selection of quality gifts, décor, collectibles and private label products under a new strategic Museum Store Association-AmericasMart partnership.

“The Museum Collective is a win-win-win partnership for the Museum Store Association,” notes Ione Saroyan, president of the Museum Store Association and director of merchandise operations for the New-York Historical Society Museum & Library in New York, NY. “MSA buyers win by their access to this curated selection of specialty vendors. MSA vendors will have a new avenue to work with tens of thousands of expert buyers at AmericasMart. And MSA will be seen as a premier brand of its own – a leader in the non-profit retail industry, both here and internationally. We are thrilled to have this splendid opportunity to work with AmericasMart.”

Located in Building 2, Floor 3, **The Museum Collective** venue is strategically positioned alongside gift showrooms and temporaries in Building 2, with connecting bridges to AmericasMart’s vast Building 1 home collections—including the juried ANTIQUES collection on Floor 2—and the juried Boutique collection featuring jewelry and fashion accessories in Building 3, Floor 4. The venue serves as a junction point for buyers shopping all categories across the AmericasMart campus.

“With **The Museum Collective** we are able to deliver an efficient buying experience designed to help the nonprofit retail sector soar,” notes JoAnn Miller Marshall, AmericasMart executive vice president of Tradeshows. “This addition to our curated product resources will enrich the Market experience in ways we cannot begin to imagine,” adds Miller Marshall.

The Atlanta International Gift and Home Furnishings Market runs Tuesday, July 10 – Monday, July 16, 2018 (temporaries Wednesday, July 11 – Sunday, July 15). The Atlanta International Area Rug Market® is Wednesday, July 11 – Sunday, July 15, 2018. For more information, visit www.AmericasMart.com/July. To sign up as an exhibitor in **The Museum Collective**, visit [here](#).

ABOUT THE MUSEUM STORE ASSOCIATION

The Museum Store Association is a 501(c) 3 international organization with the mission of advancing the nonprofit retail industry and the success of the professionals engaged in it. By encouraging high standards of knowledge and professionalism, MSA helps nonprofit retail professionals better serve their institutions and the public.



ABOUT AMERICASMART

AmericasMart Atlanta is the nation's only global wholesale marketplace housing the world's single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart's 16 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 70 countries discovering product in more than 1,500 showrooms and more than 3,500 temporary exhibiting companies. ICON HONORS, the home and gift industry's most celebrated recognition program, is produced and staged annually by AmericasMart. Located in downtown Atlanta, the AmericasMart complex contains more than seven million square feet of space. It's a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories – all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit www.AmericasMart.com. Follow us @AmericasMartATL or @AtlantaApparel.

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